

Michigan WIC Program

Page 1 of 1

Breastfeeding Planning and Tracking Log

FY: 2021

Generated Date: 08/04/2022

Local Agency: 63 Oakland County Health Division, WIC Program

Goal: OLHSA & OCHD -Increase six month breastfeeding duration rates among WIC infants.

Objective	Person Responsible	Projected Completion Date	Evaluation Method
OCHD & OLHSA: Increase the number of six month infants breastfeeding duration rate from 20.03 to 20.45	Amanda & Theresa, RD	09/30/2022	Run quarterly pre-defined risk report for six month breastfeeding duration for all infants
Activity	Actual Activity Date	Evaluation Method	Post-Activity Notes

Objective	Person Responsible	Projected Completion Date	Evaluation Method
OLHSA & OCHD: Increase the number of six month infants breastfeeding duration rates from 19.77% to 20.41%	Amanda & Theresa, RD	September	Run quarterly pre-defined risk report for six month breastfeeding duration for all infants.
Activity	Actual Activity Date	Evaluation Method	Post-Activity Notes
TLC support group	05/10/2021	Document attendees & topic	cancelled due to covid-19
Outreach for BF peers	11/16/2020	Document dr. visits	Prepare WIC packet in advance with BF materials
Bridging the Gap	08/23/2021	Document attendees	Bringing the Breastfeeding Gap: was a community walk located in Oakland County. Lawn signs with breastfeeding information and education were present throughout the walk.
Monthly social media posts		Review posts and engagement	posted on olhsa facebook page